

Business Manager (North America)

ROLE PROFILE	
Job Title:	Business Manager
Reports to:	EVP – North America
Location:	New York City or San Francisco
No of Direct Reports: 0	No of Indirect Reports: 0
Expense Signoff Authority: \$0	Performance Review Cycle: Annual – End of FY

SUMMARY

The overall objective of the Business Manager is to execute the client strategy as set by the EVP – North America and to achieve specific KPIs relating to the North America market. To achieve this, they will ensure that specific training requirements are met, and relationships are established and well maintained with operational agency contacts.

The Business Manager will report directly to the EVP – North America, however to successfully deliver in the role, they will need to develop good working relationships with the Global Product Team.

Key Performance Indicators are: overall client satisfaction, new product adoption and ongoing usage, extending existing client base. Specific KPIs against which performance will be measured are outlined in Schedule 2.

ROLE DELIVERABLES

Based in either New York, the Business Manager is responsible for meeting 5 primary objectives in the North America market:

1. Achievement of revenue targets
2. Ensure high levels of service and client satisfaction are maintained
3. Develop strong relationships with key operational agency points of contact
4. Increase new product adoption and ongoing usage
5. Ensure functional training is provided to ensure product usage in line with best practice guides

For specific skill/competency requirements see Schedule 1.

Please note that the duties and responsibilities within this role may change over the course of employment, which will require flexibility.

RESPONSIBILITIES/ ACCOUNTABILITIES

Business Management

- Achieve quarterly and annual revenue targets as provided by EVP - North America;
- Work with EyeWonder campaign managers to ensure seamless experience for campaigns including rich media;
- Work with the Business Transformation Manager to develop and execute Symphony implementation plans with new agencies across North America market;
- Identify incremental revenue opportunities for ad-serving and rich media and actively promote the integration benefits between all Facilitate Digital applications;
- Develop and maintain relationships at an operational level across existing clients;
- Assist in the local rollout of global product releases;
- Provide regular reporting on the status of present and future Symphony implementation projects
- Maintain opportunity pipeline in Salesforce.
- Ensure business objectives are executed at a client level;
- Ensure regular WIPs are held with key clients, to promote new product features and address any outstanding issues;

Client Service

- Provide highest level of client satisfaction as measured by annual client satisfaction survey;
- Monitor and review support queries across the North American region and ensure these issues are being resolved by Technical Account Manager's (TAM's) within defined KPIs;
- Maintain good product knowledge levels and attend regular internal training sessions;

Financial

- Ensure expenses are being managed within a given budget;
- Resolve any account queries preventing timely collection of debt from clients;

Training

- Monitor and identify support trends and ensure relevant training is provided to effectively reduce these queries;
- Provide regular functional training to operational agency staff;
- Utilise interactive product training materials to compliment face to face training;

Miscellaneous

- Actively participate in adhoc projects as necessary;

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SCHEDULE 1

SKILLS AND COMPETENCIES	
Competency / Area	Skill
Business Development	<ul style="list-style-type: none"> ▪ Identifies business development and "add-on" sales opportunities as they relate to a specific project. ▪ Effectively conveys our message in both written and verbal business development discussions.
Communication	<ul style="list-style-type: none"> ▪ Facilitates team and client meetings effectively. ▪ Holds regular WIP meetings with clients. ▪ Effectively communicates relevant client issues to superiors. ▪ Delivers engaging, informative, well-organised presentations. ▪ Resolves and/or escalates issues in a timely fashion. ▪ Understands how to communicate difficult/sensitive information tactfully.
Client Management	<ul style="list-style-type: none"> ▪ Able to manage diverse stakeholder interests. ▪ Builds business networks both internally and externally. ▪ Develops in-depth understanding of client performance, practices and processes. ▪ Sets and manages client expectations. ▪ Develops lasting relationships with client personnel that foster client ties. ▪ Communicates effectively with clients to identify needs and evaluate alternative business solutions. ▪ Continually seeks opportunities to increase customer satisfaction and deepen client relationships. ▪ Builds a knowledge base of each client's business, organization and objectives.
Training	<ul style="list-style-type: none"> ▪ Ability to provide functional training on product usage ▪ Ability to identify training needs with clients and address through face to face training or use of interactive training tools
Team Work	<ul style="list-style-type: none"> ▪ Make contribution to broader North America projects and assist with tasks where required.
Problem Solving	<ul style="list-style-type: none"> ▪ Understands how various issues affect each other and the outcome of projects. ▪ Is capable of developing alternative solutions to overcoming problems.

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Schedule 2

KPIs					
	Poor	Average	Good	Very Good	Excellent
<u>Growth of Client Base</u> Achievement of quarterly revenue targets through new clients and product adoption	> 5% under revenue targets	0% - 5% under revenue targets	0% - 5% better than revenue targets	5% - 10% better than revenue targets	> 10% better than revenue targets
<u>Client Feedback</u> Client feedback to level of service provided	Rarely Satisfied	Sometimes Satisfied	Satisfied	Mostly Satisfied	Always Satisfied
<u>Product Usage</u> Number of average monthly active Symphony users in North America	<10	11-20	21-30	31-40	40+

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